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FORM**

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Total Number of Pages in This Submission

Application Number	10/724,546
Filing Date	11/26/2003
First Named Inventor	Pisaris-Henderson et al.
Art Unit	3622
Examiner Name	Not yet assigned
Total Number of Pages in This Submission	Attorney Docket Number AP35567 (067282.0121)

ENCLOSURES (Check all that apply)

<input type="checkbox"/> Fee Transmittal Form	<input type="checkbox"/> Drawing(s)	<input type="checkbox"/> After Allowance Communication to TC
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SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm Name	Baker Botts LLP	Customer No.	21003
Signature			
Printed name	Walter M. Egbert, III		
Date	02/03/2005	Reg. No.	37,317

CERTIFICATE OF TRANSMISSION/MAILING

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Signature

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Walter M. Egbert, III

Date 02/03/2005

This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : Pisaris-Henderson et al. Customer No.: 21003

Serial No. : 10/724,546 Examiner : Not Yet Assigned

Filed : November 26, 2003 Group Art Unit: 3622

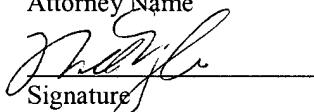
For : SYSTEM AND METHOD FOR PAY FOR PERFORMANCE ADVERTISING HAVING BIDDABLE ADVERTISING UNITS UTILIZING ROTATING ROUTING TO ADVERTISER WEBSITES

INFORMATION DISCLOSURE STATEMENT

I hereby certify that this paper is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

February 3, 2005
Date of Deposit

Walter M. Egbert, III
Attorney Name


Signature

37,317
Patent Reg. No.

February 3, 2005
Date of Signature

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

Pursuant to 37 C.F.R. §§ 1.56 and 1.97(b), applicants bring to the attention of the Examiner the documents listed on the attached Form PTO 1449 and respectfully request that the listed documents be considered by the Examiner and made of record in the above-captioned application. Copies of all of the documents listed on the Form PTO-1449 are enclosed herewith.

This submission does not represent that a search has been made or that no better art exists and does not constitute an admission that the listed documents are material or constitute NY02:511344.1

PATENT

"prior art." If the Examiner applies the documents as prior art against any claim in the application and applicants determine that the cited documents do not constitute "prior art" under United States law, applicants reserve the right to present to the Office the relevant facts and law regarding the appropriate status of the documents.

Applicants further reserve the right to take appropriate action to establish the patentability of the disclosed invention over the listed documents, should the documents be applied against the claims of the present application.

This Information Disclosure Statement is being filed before the mailing date of the first Office Action on the merits of referenced application. Therefore, applicants do not believe that any fee is due in connection with the submission of this paper. However, if any fee is due, or if any overpayment has been made, the Commissioner is authorized to charge any such fee or credit any overpayment, to our Deposit Account No. 02-4377. Duplicate copies of this sheet are enclosed.

Respectfully submitted,

BAKER BOTTS L.L.P.

By:



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<p>Form PTO-1449 U.S. Department of Commerce (REV. 2-82) Patent and Trademark Office</p> <p>OIPA INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Use several sheets if necessary)</p> <p>FEB 07 2005</p> <p>ATENT & TRADEMARKS</p>									Atty. Docket No. AP34905 - 067282.0115	Serial No. 10/331,926							
									Applicants Pisaris-Henderson et al.								
									Filing Date December 30, 2002	Group Art Unit 3624							

U.S. PATENT DOCUMENTS

*Exam. Init.	Document No.								Date	Name	Class	Subclass	Filing Date if Appropriate
	6	1	3	4	5	3	2		10/17/00	Lazarus et al.	705	14	
	6	2	8	5	9	8	7		09/04/01	Roth et al.	705	27	
	6	0	8	1	7	8	8		06/27/00	Appleman et al.	705	14	
	6	0	2	9	1	4	1		02/22/00	Bezos et al.	705	27	
	5	9	3	0	4	7	4		06/27/99	Dunworth et al.	395	200.47	
	5	9	2	0	8	5	9		07/06/99	Li	707	5	
	5	9	2	0	8	5	4		07/06/99	Kirsch et al.	707	3	
	5	9	1	8	0	1	4		06/29/99	Robinson	395	200.49	
	5	9	0	3	8	8	2		05/11/99	Asay et al.	705	44	
	5	8	6	4	8	4	6		01/26/99	Voorhees et al.	707	5	
	5	8	6	4	8	4	5		01/26/99	Voorhees et al.	707	5	
	5	8	6	2	2	2	3		01/19/99	Walker et al.	380	25	
	5	8	5	5	0	0	8		12/29/98	Goldhaber et al.	705	14	
	5	8	5	2	8	2	0		12/22/98	Burrows	707	2	
	5	8	4	8	4	0	7		12/08/98	Ishikawa et al.	707	2	
	5	8	4	8	3	9	7		12/08/98	Marsh et al.	705	14	
	5	8	2	6	2	4	1		10/20/98	Stein et al.	705	26	
	5	7	9	4	2	1	0		08/11/98	Goldhaber et al.	705	14	
	5	7	7	8	3	6	7		07/07/98	Wesinger, Jr. et al.	707	10	
	5	7	5	2	2	3	8		05/12/98	Dedrick	705	14	
	5	7	4	8	9	5	4		05/05/98	Mauldin	395	610	
	5	7	2	4	5	2	4		03/03/98	Hunt et al.	395	237	
	5	7	2	4	5	2	1		03/03/98	Dedrick	395	226	
	5	7	2	4	4	2	4		03/03/98	Gifford	380	24	

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Date Considered

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(REV. 2-82) Patent and Trademark Office

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Serial No.
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	45	7	1	7	9	2	3	02/10/98	Dedrick	395	613	
	5	7	0	4	5	6	0	01/06/98	Wimmer	241	266	
	5	7	0	4	0	6	0	12/30/97	Del Monte	395	600	
	5	6	5	9	7	3	2	08/19/97	Kirsch	395	605	

FOREIGN PATENT DOCUMENT

		Document No.							Date	Country	Class	SubClass	<u>Translator</u>
		0	1	9	0	9	1	7	29.11.01	WO	G06F	17/00	Yes No

OTHER DOCUMENTS (including Author, Title Date, Pertinent Pages, Etc.)

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		<u>IBM Technical Disclosure Bulletin</u> , <i>Organizing a Ranked List of Search Matches</i> (11/01/1994)
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		Nick Wingfield, <u>CNET News.com</u> , <i>Engine sells results, draws fire</i> (06/21/1996)
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